



August 24, 1995

Chairman Reed Hundt
Federal Communications Commission
1919 M St., NW
Washington, DC 20554

RECEIVED
AUG 28 1995
FCC MAIL ROOM

DOCKET FILE COPY ORIGINAL

Re: MM Docket No. 93-48

Dear Mr. Hundt,

In response to the "*Children's Television Act*" broadcasters have significantly increased children's educational and informational programming. This Act and current FCC rules are working to increase the amount and quality of this programming. Therefore, new rules are not needed.

Broadcasters understand the current definition of "educational and informational children's programming," and no changes should be implemented.

Rules quantifying, (quotas), the amount of Children's programming are absolutely unnecessary as broadcasters are responding to the current Act in place and the unquantified obligation in the current rules with more and better educational and informational programming for children. Quantification will set the maximum as well as the minimum, thus hindering the potential growth this programming to future generations.

Thank you for your consideration of these points.

Respectfully,

Mark Winslow
General Manager

KWHD TV-53

P.O. Box 5321 • Englewood, CO 80155 • Phone (303) 773-9953 • Fax (303) 773-9960



21 INTERSTATE COURT • GREENVILLE, SC 29615 • (803) 288-2100 • FAX (803) 297-0728

R. KENT REPLOGLE
VICE PRESIDENT/GENERAL MANAGER

August 21, 1995

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AUG 28 1995
FCC MAIL ROOM

Secretary
Federal Communications Commission
1919 M St., NW
Washington, DC 20554

Re: MM Docket No. 93-48

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Dear Secretary:

Although current rules are working to increase children's programming, and in my view do not need to be changed, I would like to comment about short segment programming.

For some reason, those supporting more rules seem to be unwilling to give broadcasters the appropriate credit for short length programming which may be 30, 60, 90 or 120 seconds in length. I would like to offer my station as an example of increased programming for children for which the current rules and the proposed rule, would give us no credit.

As part of our Fox 21 Kids Club service we produce and broadcast what we title our "Kids Club Minutes". The Kids Club Minute is a highly produced informational and educational segment that is broadcast twice each day, once during our morning kids programming block and once during our afternoon kids programming block. I have attached a list of the topics we have covered just in the second quarter of 1995. Each day of the week a new piece of information is added to that which has been previously broadcast, so that across a given week a particular topic receives five minutes worth of exposure.

We know that producing these kinds of mini programs and scheduling them as we do has more effect and reaches more children than if we produced a 5, 15 or 30 minute program. We couldn't afford either the time or production cost of longer length programs and our experience tell us they would reach much smaller audiences.

I believe that if those who are looking to see the improvements made in children's programming were to include these kinds of efforts by stations like mine it would be clear that broadcasters across America have responded to the Children's Television Act and have significantly increased the amount of children's educational and informational programming.

One final comment, quotas with regard to any kind of programming are unnecessary and produce government involvement in an area for which it neither has expertise nor, in my view, authority under the first amendment to the Constitution.

I hope my comments are helpful in your deliberations.

Respectfully submitted,

R. Kent Replogle

RKR:d
Enclosure

cc: Chairman Reed Hundt
Commissioner James Quello
Commissioner Andrew Barrett
Commissioner Susan Ness
Commissioner Rachelle Chong

RKR772

FOX 21 KIDS CLUB MINUTES 1995

WEEK 14: HOCKEY (4/3 - 4/7)

- 4/3 Mike Perkins of G'vl Youth Hockey League gives us an introduction to the sport**
- 4/4 Mike Perkins and Matt Herron talk about the first things they learned when they hit the ice**
- 4/5 Mike Perkins defines the art of checking**
- 4/6 Trivia question "What is SC's professional hockey team and what are their colors?"**
- 4/7 How teams can win the Stanley Cup and what is its history**

WEEK 15: HOLLYWILD ANIMAL PARK (4/10 - 4/14)

- 4/10 Owner David Meeks tells us about Buffy the 2,000 pound bison**
- 4/11 David talks about deer from India**
- 4/12 David talks about the ostrich**
- 4/13 David talks about the kudu and ivex**
- 4/14 David talks about the African elephant**

WEEK 16: IAN ZIERING-BEVERLY HILLS 90210 (4/17 - 4/21)

- 4/17 Ian tells how he landed the part on 90210**
- 4/18 Ian discusses how he handles being a role model for kids**
- 4/19 Ian talks about an episode which he wrote and directed dealing with Alzheimer's**
- 4/20 Ian reminds young people of the importance of a good education**
- 4/21 Ian gives advice to kids who want to pursue acting**

WEEK 17: MARCH OF DIMES WEEK (4/24 - 4/28)

- 4/24 Doctor Ellen Boyd gives a definition of the word 'birth defect'**
- 4/25 Jinny Raviotta talks about the special care nursery at Memorial Mission**
- 4/26 Former Ambassador mother Pam Maney explains how kids with birth defects are the same on the inside as other kids**
- 4/27 Theresa Meadows talks about the March of Dimes**
- 4/28 Michael Carpenter, the top youth fundraiser, talks about how kids can help raise money**

WEEK 18: HARD ROCK WRESTLING (5/1 - 5/5)

- 5/1 Tommy Bell tells us some of the rules of wrestling**
- 5/2 Tommy talks about the history of the sport**
- 5/3 Young wrestlers tell us what the sport has taught them**
- 5/4 Tommy talks about some of the training that goes along with the sport**
- 5/5 Tommy tells us what other young kids have to do to get involved in wrestling**

WEEK 19: CAROLINA PANTHERS (5/8 - 5/12)

- 5/8 Mark Richardson tells us some stars to watch in this first season**
- 5/9 Head Coach Dom Capers gives advice to kids who want to make it to the pros**
- 5/10 Bubba McDowell has advice for kids who want to go pro and talks about his work with kids**
- 5/11 Quarterback Kerry Collins gives advice to kids who want to go pro**
- 5/12 Frank Wrike talks about the pros and cons of playing pro ball**

WEEK 20: RIVERBANKS ZOO (5/15 - 5/19)

- 5/15 Scott Pfaff, curator of herpatology, defines his job
- 5/16 Scott tells us about the radiated tortoise
- 5/17 We learn about the California sea lions
- 5/18 Sue talks about the African elephants
- 5/19 Sue gives advice to kids who may want to work in the zoo

WEEK 21: TEACHER OF THE YEAR (5/22 - 5/26)

- 5/22 Overview of the Teacher of the Year award
- 5/23 Focus on Tammy Lerner, winner from Providence Christian Academy in Six Mile, SC
- 5/24 Focus on Denise Johnson, winner from Nancy Hart Elementary in Hartwell, Ga
- 5/25 Focus on Louisa Goebel, winner from Etowah Elemntary in Etowah, NC
- 5/26 Review of all of the winners

WEEK 22: MACEDONIA ELEMENTARY READING WEEK (5/29 - 6/2)

- 5/29 1st grader Julia Humphries talks about the books they made
- 5/30 3rd grader Bobby Swanger talks about the type of writing he enjoys most and why
- 5/31 4th grader James Humphries tells kids how to improve their writing
- 6/1 6th grader Kristin Hughes talks about her favorite author
- 6/2 S.C. author Lynn Floyd Wright tells why its important to teach kids about writing

WEEK 23: NANTAHALA OUTDOORS (6/5 - 6/9)

- 6/5 Mark Singleton tells all there is to do at Nantahala Outdoors Center
- 6/6 Erik Perkins talks about how he loves to Mountain bike
- 6/7 Forrest King talks about rock climbing
- 6/8 Andrew Holcombe talks about kayaking
- 6/9 Andrew Holcombe talks about how to get yourself back on track if you flip over while kayaking

WEEK 24: KARATE KIDS (6/12 - 6/16)

- 6/12 Casey Marks talks about her goal of going to the olympics in karate
- 6/13 Casey and Butch Marks talk about what its like to teach other kids
- 6/14 Butch Marks talks about what the sport has taught him
- 6/15 Casey Marks tells us some of the history behind the sport
- 6/16 Mom, Jeannie Marks, tells us that karate is a sport for everyone

WEEK 25: TOTALLY TERRIFIC KIDS WEEK ONE (6/19 - 6/23)

- 6/19 Profile of totally terrific kid, Elizabeth Taylor (flies planes)
- 6/20 Profile of Haley Bradshaw (counsels other kids)
- 6/21 Profile of Lydia Putnam (rides horses, involved in 4H)
- 6/22 Profile Mark Foster (weightlifter, going to play football at Furman?)
- 6/23 Profile of Michael Colvard (a mini genius)

WEEK 26: TOTALLY TERRIFIC KIDS WEEK TWO (6/26 - 6/30)

6/26 Profile of Michelle Reeves (dances despite her leg problems)

6/27 Profile of Jody Blanton (came up with a program to help sick students)

6/28 Profile of J.T. Hill (great motivational speaker)

6/29 Profile of Melanie Erwin (helped her family while mom was ill)

6/30 Profile of Laura Johnson (a book writer)



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wpectv12@gate

August 23, 1995

Secretary
Federal Communications Commission
1919 M St., NW
Washington, DC 20554

FILED
AUG 28 1995
FCC RECORDS ROOM

DOCKET FILE COPY ORIGINAL

Ref: MM Docket No. 93-48

Dear Secretary:

We do not believe that the quality of children's programming will be improved by increased regulation or by setting quotas. Increased regulation discourages innovation and creativity; and quotas set upper as well as lower limits.

Responsible broadcasters, such as WPEC, have already significantly increased programming to serve the informational and educational needs of children; and the syndication community is responding to new opportunities with innovative programs such as "Bill Nye The Science Guy," "Not Just News," "Belle's Sing Me A Story" and others.

Increased regulation and quotas only serve to homogenize programming to an arbitrary minimum standard. The broad language in the Children's Television Act and current FCC rules encourage stations to respond in creative ways appropriate for their own unique circumstances.

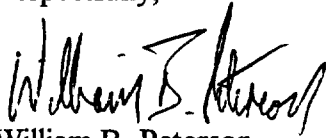
We do believe that the Commission should give more credit to short segment programming, rather than just long form programming. One only has to look to the success of thirty second commercials selling toys and breakfast foods to know that children can learn from short messages.

We also believe that credit should be given to the often significant off-air activities of broadcasters which serve the educational needs of children. For example, in the past three years WPEC has raised one million dollars to support local schools, helped recruit classroom volunteers and encouraged other businesses to donate computers, software, books and other supplies to school systems. Arbitrary programming rules might discourage stations from creating these kind of programs.



In summary, we believe the Children's Television Act and current FCC rules are working and that new rules and quotas are not necessary.

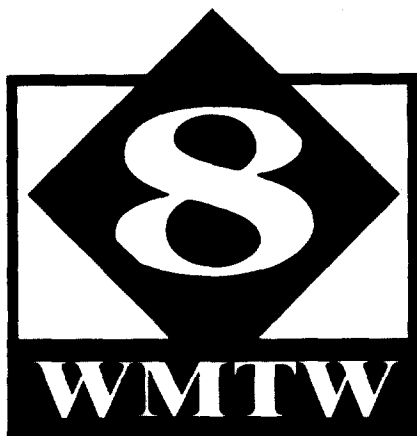
Respectfully,

A handwritten signature in black ink, appearing to read "William B. Peterson". The signature is fluid and cursive, with a large, stylized initial "W".

William B. Peterson

President and General Manager

cc: Chairman Reed Hundt
Commissioner James Quello
Commissioner Andrew Barrett
Commissioner Susan Ness
Commissioner Rachelle Chong



DOCKET FILE COPY ORIGINAL

93-48

August 22, 1995

RECEIVED
AUG 28 1995
FCC MAIL ROOM

Secretary
Federal Communications Commission
1919 M St., NW
Washington, DC 20554

Dear Secretary:

This letter comes to you from the Portland/Poland Spring TV market to express this station's concern regarding the possible changes in the **Children's Television Act**.

I am advised that there is concern at the FCC that broadcasters do not understand the "current definition" of *educational and informational children's programming*. This station feels the definition to be clear and in need of no change.

Regarding suggestions to place quotas on broadcasters, such requirements appear unnecessary from where we sit. When the fall season begins next month, this station will have increased its *educational informational children's programming* over 300% since 1990.

WMTW-TV will continue to seek out quality educational and informational programming and is currently developing local children's specials.

The FCC has successfully prodded broadcasters into significantly increasing both the quantity and the quality of their children's TV fare and has been successful. Simply to call for an increase in the number of hours, without regard for the quality, and therefore, the appeal for children of volumes of programs, is a disservice rather than of benefit to our youth.

Page 2 - WMTW-TV/Children's Programming

If the FCC is to make changes in the Children's TV Act we do recommend that stations be given credit for *short segment programming* of educational or informational children's programming. Thank you for reading my concerns.

Sincerely,

Robert E. Rice
VP & General Manager

cc: Chairman Reed Hundt ✓
Commissioner James Quello
Commissioner Andrew Barrett
Commissioner Susan Ness
Commissioner Rachelle Chong



DOCKET FILE COPY ORIGINAL

Philip A. Jones

President
Broadcast Group

August 24, 1995

AUG 28 1995
FCC MAIL ROOM

Chairman Reed Hundt
Federal Communications Commission
1919 M Street NW
Washington, DC 20554

Dear Reed:

RE: MM Docket No. 93-48

I strongly urge you to not put in place additional regulations in the children's programming area. We, Meredith Broadcasting, have three CBS Affiliates, two FOX Affiliates and one NBC Affiliate. We have always had a commitment to be responsible in our children's programming. We do that out of a sense of responsibility to our audience and their needs, not because of regulations.

The current FCC rules are working and as a matter of fact children's educational/informational programming has been on the increase. I'm sure broadcasters understand the desires of the commission and I see no reason why the rules should be changed.

I strongly oppose quotas for any form of programming. Quotas do not necessitate good programming nor does it cause the viewer to watch more of a particular format. This is particularly true as it applies to children. I've always felt the best way to deal with children's programming is through the creative process which is not as simple as stating that more is compelling to young children. I feel that a good way to reach children is through the short segment programming and broadcasters are doing a good job with vignettes that are in the educational/informational area for children.

Again, hopefully when you address MM Docket Number 93-48, you will determine that the present act is working and take no further action. Thanks for your consideration of this.

Best regards,


Philip A. Jones

cc Eddie Fritts
Jeff Baumann
Chuck Sherman

August 24, 1995

Chairman Reed Hundt
Federal Communications Commission
1919 M Street, N.W.
Washington, DC 20554

Dear Chairman Hundt:

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RECEIVED
AUG 28 1995
FCC BUREAU

Regarding **MM Docket No. 93-48**, your Proposed Rule Making for Children's Television, you must certainly be aware that broadcasters have significantly **increased** children's educational and informational programming in response to the Children's Television Act.

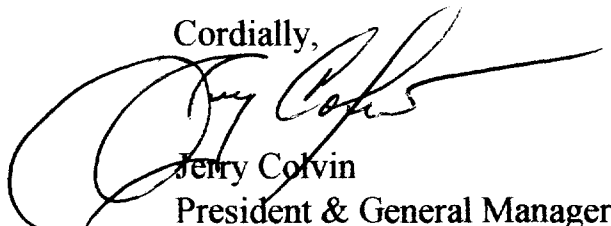
Broadcasters are responsible people that understand the need to educate our children and are striving to do just that. **We do not need quotas mandated by the FCC or Congress.**

You also know very well that children have short attention spans and it is difficult to keep their interest for an educational half hour program. Therefore, **short segment programming is vital in getting a message to them and credit should be allowed**

The only people that would benefit from quotas would be the syndicators that would have to produce so much "FCC qualified" programming that the intent and quality would be totally lost.

I URGE YOU TO KEEP THE CURRENT CHILDREN'S TELEVISION ACT, UNALTERED, IN PLACE AND NOT IMPLEMENT QUOTAS.

Cordially,



Jerry Colvin
President & General Manager



900 Whitehall Road, Chattanooga, Tennessee 37405-3249 (615) 267-5412

August 23, 1995

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Mr. William Caton
Secretary
Federal Communications Commission
1919 M Street NW
Washington, DC 20554

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In re: MM Docket No. 93-48

Dear Mr. Caton :

I strongly urge the FCC to not set numerical quotas for educational and informational programs directed to children. Since the Children's Television Act was enacted, WRCB has significantly increased the amount of children's programming.

WRCB took the Act seriously and acted accordingly:

1. We have a Children's Advisory Panel made of parents, educators, child health and welfare experts and other people knowledgeable of children's issues.
2. We host regularly scheduled luncheons with the panel to develop program topics.
3. We produce local half-hour shows to air during hours when children are available to watch.
4. We make VHS tapes of these shows available to schools free-of-charge.
5. We devised and administered a questionnaire to local children to determine the issues of importance to them.
6. We secured and aired syndicated programming which addresses the educational and information need of children.
7. We developed public service campaigns and news series around issues of importance to children.

There is no confusion at WRCB. We understand the Children's Television Act's current definition of "educational and informational children's programming." Our panel of local experts is in a much better position to tell us what the needs of local children are than would be any well-meaning set of national definitions.

The current FCC rules are working in Chattanooga. There is no need to establish federal quotas for the amount of required programming.

I also urge the FCC to give broadcasters credit for short segment programming which addresses the educational and informational needs of children. We respond to such needs almost every week. We believe these short segment projects are extremely important to our local children. It is only fair that these efforts be recognized in evaluating a broadcaster's overall effort.

Best regards,



Tom Tolar
President/General Manager

TT:jl

cc: Chairman Reed Hundt
Commissioner James Quello
Commissioner Andrew Barrett
Commissioner Susan Ness
Commissioner Rachelle Chong



James L. DeSchepper
Vice President & General Manager



3135 Floyd Blvd.
Sioux City, IA 51105 (712) 239-4100

August 24, 1995

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Chairman Reed Hundt
Federal Communications Commission
1919 M Street NW
Washington, D.C. 20554

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Dear Chairman Hundt:

The Notice of Proposed Rule Making to adjust rules implementing the Children's Television Act as part of MM Docket No. 93-48 is distressing to this broadcaster for several reasons.

In response to FCC action KTIV-TV has significantly increased children's educational and informational programming. In addition to hundreds of hours of approved, syndicated programming, KTIV-TV air dozens of hours of local children's program under the *Four Siouxland's Children* campaign.

One of our on-going projects for children is to have groups plan, produce and air on KTIV-TV their own public service announcements. This projects takes hundreds of staff hours a year but we do not get credit as the announcements are not program length.

Rules quantifying the amount are unnecessary. Quality is the question, not quantity.

Sincerely,


James L. DeSchepper
Vice President & General Manager



August 24, 1995

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AUG 28 1995
FCC MAIL ROOM

Chairman Reed Hundt
Federal Communications Commission
1919 M St. NW
Washington, DC 20554

Re: MM Docket No. 93-48

Dear Chairman Hundt,

I am concerned about the Notice of Proposed Rule Making to tighten the rules on children's programming, including "quotas".

KIMT-TV is the children's station in our DMA. We have a very popular Kid's Club with thousands of members. They get newsletters which contain educational information.

I really don't believe quotas are necessary. We understand the current rules and follow them to the letter.

We seek out projects to educate children and teens via short segment stories and announcements which praise them for their efforts.

Broadcasters have responded to the Children's Act by major increases in educational and other related programming.

Sincerely yours,

A handwritten signature in black ink, appearing to read "John Shine", written over a horizontal line.

John Shine
General Manager



208 DE BUYS ROAD ■ P.O. BOX 4596 ■ BILOXI, MS 39535-4596 ■ (601) 896-1313

Mr. William F. Caton, Secretary
Federal Communications Commission
1919 M Street, NW - Room 222
Washington, DC 20554

Dear Mr. Caton,

I am distressed to learn that the FCC is considering a change in the Children's Television Act that would add some quantity or quota factor to the act. Broadcasters throughout the country are making significant progress at providing programs for our children that serve their education and information needs.

Consider the following examples of both broadcast and non-broadcast efforts we have undertaken in a small market like Biloxi, Mississippi since the Children's Television Act was enacted:

VIEWPOINT YOUTH - A show dealing with teen issues like racism, drug abuse and violence. The show is researched, planned and produced with the aid of our station sponsored Boy Scouts of American Explorer Post. The WLOX-TV Explorer Post meets throughout the school year with WLOX advisors to plan and produce "Viewpoint Youth." Not only is this program geared toward teens, but it allows our Explorer teens hands-on educational experience in the field of broadcasting.

KALEIDOSCOPE KIDS - On the show we take local school kids on educational adventures and explore places like wilderness islands, our local space center and oceanariums...just to list a few. Among other things, we have learned about marine debris, nature and space exploration. Under the "Kaleidoscope Kids" umbrella we also broadcast puppet shows which educate kids about cultural differences, drug and alcohol abuse and divorce. Along with each of these programs, we also provide worksheets for local educators to use in their classrooms.

GET A CLUE - In addition to these locally produced programs, we are working with our seven "sister" stations in our Cosmos Broadcasting family to produce an educational children's show called "Get A Clue." In just a few short weeks we will broadcast our first show which teaches children about ship navigation by taking them on a scavenger hunt that is all linked to their local library, computers and a mythical pirate. Here, too, a worksheet will be provided to our local educators to enhance the learning experience for our community's children.

WLOX-TV NEWS GAME - Locally we provide incentives to educate school children about current events. We publish and distribute a news game to all schools in our viewing area on a weekly basis during the school year. Teachers use our news game to educate their students about the community and the world.

CHILDREN FIRST - We also participate and provide local segments for an ABC program called "Children First." The latest program is a summer science show which teaches kids about weather and earthquakes. Our local segment deals with one of our most serious weather concerns in South Mississippi...hurricanes.

KIDS VOTING USA - WLOX-TV is also part of a non-profit organization called "Kids Voting USA." It is a program that educates the children in our community about the importance of voting by actually letting them vote at the polls with their parents on election day. In preparation for that mock vote, teachers are provided a lesson plan by "Kids Voting USA." We also have a station representative who speaks in the schools and helps educate school children about the voting process. The station also sponsors and runs one of the Kids Voting precincts on election day. In addition, one of our teen journalists from our Explorer Post reports on the Kids Vote throughout our election coverage. These news reports are directly aimed at our young viewers.

August 23, 1995

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SHOWCASE FOR KIDS AND FAMILY - This event is held at our local coliseum and involves 40 to 50 exhibitors who share educational information with children and their parents.

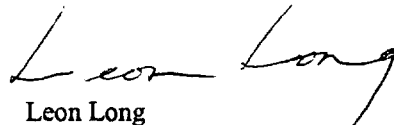
The programs we have offered as examples are just a few of the efforts we are making for the children of our area. These programs are not hidden in obscure time periods, but are televised in prime time or other high viewing dayparts.

As well as all of our locally produced programming, we also broadcast syndicated children's programming like "Nick News" and Disney's "Bill Nye The Science Guy." And, we broadcast a number of public service announcements geared specifically for children.

I hope you will agree that our efforts to reach and educate the children in our community reflect what is happening in the television industry. We don't need more regulations to tell us what or how much to broadcast for our young viewers. We are providing a variety of educational children's programming on our own. We understand the current definition of educational and informational children's programming and are meeting that challenge with enthusiasm!

Think of how well this act is working before you change to a system that measures only the bulk of product and does not recognize the quality or relevance of the effort. Stations like WLOX-TV are making a significant and effective contribution to our children and we request that you not change that which is working.

Sincerely,

A handwritten signature in black ink that reads "Leon Long". The signature is fluid and cursive, with the first name "Leon" and last name "Long" clearly distinguishable.

Leon Long
Vice President and General Manager

ccf

xc: FCC - Mr. Reed Hundt, Chairman
Mr. James Quello, Commissioner
Mr. Andrew Barrett, Commissioner
Ms. Susan Ness, Commissioner
Ms. Rachelle Chong, Commissioner



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Chairman Reed Hundt
Federal Communication Commission
1919 M St. NW
Washington DC 20554

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FCC MAIL ROOM

93-48

Dear: Chairman Hundt

I have a growing concern about the children's programming and the amount of burden that is continuously placed on the broadcaster. The broadcaster has continued to rally to the commissions demand in children's programming and we have significantly increased children's education and information programming.

The playing field has been continuously decreased in size for the broadcaster and more and more demands are placed on its shoulders. The current FCC rules are working and to increase this programming and new rules are not needed.

Broadcasters understand the current definition of "educational and informational children's programming", which needs no change. I feel that the broadcaster accepts there responsibility very seriously.

When rules quantifying (quotas) the amount are unnecessary --- broadcasters are responding to the Act and the unquantified obligation in the current rules with more and better educational and informational programming for children.

Many short segment programming is important for kids and should get credit. The above directs me to strongly oppose the FCC docket number ,(MMDOCKET No.93-48)

Sincerely

Perley E. Eppey GM. WFXL-TV

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ALBANY, GEORGIA 31706
912-435-3100
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A SGA ASSOCIATES, INC. STATION



Retlaw Broadcasting Company

Post Office Box 702 • Yakima, Washington 98907
509-575-0029

August 22, 1995

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AUG 28 1995
FCC MAIL ROOM

93-48

Commission Secretary
Federal Communications Commission
1919 M Street, N. W.
Washington, DC 20554

Dear Commission Secretary:

I am writing to share my thoughts regarding the proposed setting of numerical quotas for educational and informational children's programing.

I know that possibly some stations are doing only the bare minimum, but the general managers I talk to and my own three stations are doing everything we can to not only meet but exceed in every area voluntarily. We not only program special half-hour and hour programs in the form of weekly broadcasts and "specials," but also run flights of vignettes on various qualifying subjects which get minimal credit.

Please consider the following:

1. We have significantly increased educational and informational programing and feel that the Children's Television Act is alive and working well in our company.
2. We understand the definition and are responding with much more than might be currently required. Quotas, if set, might very well restrict some of the programing in our case.
3. If short segment programing (vignettes) were counted, we would be well over and above what is required now.





Commission Secretary
August 22, 1995

4. Most broadcasters, including us, want to comply and do more than is necessary. Don't impose quotas that may, in fact, even restrict some "over and above" programing for a very important resource, "Our Children."

Thank you for listening.

Sincerely,

Ken Messer

Vice President/General Manager

cc: Chairman Reed Hunt
Commissioner Jane Quello
Commissioner Andrew Barrett
Commissioner Susan Ness
Commissioner Rachelle Chong

P. O. Box 299
Terre Haute, Indiana 47803
812 696 2121
Fax: 812 696 2735

An NBC Affiliate



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Secretary
Federal Communications Commission
1919 M Street, NW
Washington, DC 20554

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August 24, 1995

In RE: MM Docket No. 93-48

Additional Children's Television rules are not needed. The current Children's Television Act more than adequately outlines the expectations and requirements for Television Broadcasters. Children are well served by local broadcasters, as evidenced by the growth of children's educational and informational program offerings by local stations since enactment of the Children's Television Act. WTWO-TV, for example, produces and airs a weekly half-hour science based program specifically designed for children 12 and under. Produced in cooperation with the local Children's Museum of Science and Technology, this program airs each Saturday at 11:30 am.

What fruitful purpose will additional rules, in particular numerical quotas, serve? Is some prescribed hourly quota each week going to result in better programming or more programming for our children? Certainly not! In fact, prescribed quotas will have the opposite effect, reducing the abilities of local broadcasters to respond to the needs and interests of children in our local communities. If we must satisfy some "quota" we will be forced to divert funding and other support from the ancillary and non-broadcast activities now conducted by local broadcasters.

The Federal Communications Commission has made great strides in recent years in deregulation. Now is not the time to place further regulation on local broadcasters and Children's Television.

Respectfully,

Christopher W. Jones
Vice President and General Manager

cc: Chairman Reed Hundt ✓
Commissioner James Quello
Commissioner Andrew Barrett
Commissioner Susan Ness
Commissioner Rachelle Chong
Mr. Edward Fritts, NAB